



NEAMB Monthly Bulletin

February 2026

What we do for you!

- Latest Industry News
- New with NAMB
- Building your business!
- Get to Knomaha!
- Grow Omaha – what new businesses are coming to our market?
- 2025 Golf Tournament
- 2025 Continuing Ed class
- Great resource with education for mortgage professionals and affiliates
- Keep people connected.
- Want to see past newsletters? Go to [click here](#) to view!



Housing Market Update: Nebraska and Iowa – Early 2026

Midwest Housing Snapshot: Nebraska & Iowa | January 2026

The Midwest housing market is kicking off 2026 with improving mortgage rates and continued competition. While national trends are easing pressure on buyers, inventory remains tight across much of Nebraska and Iowa.

Mortgage Rates

30-year fixed rates have settled into the **mid-6% range**, offering more breathing room than last year and helping boost buyer confidence.

Nebraska

- Home prices up **~3% year-over-year**
- Omaha remains highly competitive, with some areas seeing **7%+ appreciation**
- Inventory is tight at just **1.8–2.3 months**, keeping it a seller-leaning market

Iowa

- Steady price growth in the **low-to-mid single digits**
- Des Moines and Council Bluffs remain active
- Slightly better inventory than Nebraska, but desirable homes still sell quickly

What This Means

- **Buyers:** Lower rates help, but preparation is key in competitive areas
- **Sellers:** Demand remains strong pricing correctly matters

Bottom Line

Nebraska favors sellers, while Iowa offers more balance and affordability. If you're considering a move in 2026, staying informed and ready can make all the difference.

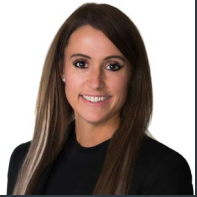
Our members



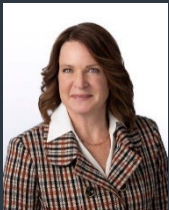
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NAMB on the Hill: CFPB

NAMB has been gearing up and going around talking with our legislatures on Capitol Hill. Recently, our representation went around, have meetings with decision makers to ensure they understood what was going on in the industry, specifically in clarification on some language in the Dodd Frank act, ensuring our consumer is not taken advantage of.

[Click here](#) to see what items NAMB is wanting to take to legislature!



Email marketing can be a powerful tool when using correctly. People receive SO many emails, so how do you get yours to stand apart from others? Updating your email strategy can be as simple as changing the format to include a newsletter, informed your customers about changes in the market, rates, refinancing or even sending out a monthly maintenance tip! Keeping the content interesting for your customers can help drive business to you when they are ready to proceed. AND, getting emails forwarded on because of content doesn't hurt either! If you have trouble coming up with content, don't worry, ChatGPT can be a useful tool when you're having some writers block!

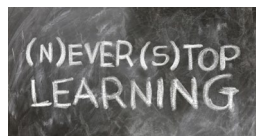


What is the housing market doing in Omaha? Are housing sales going up? Down? Staying neutral? We are here to keep you up to date with what is going on, it's good to Know Omaha! [Click here](#) to find out more!



Taqueria Tijuana is opening a new location at 307 N 114th St in the space previously occupied by Which Wich. This is its third location in the Omaha area.

[Click here](#) to read more!



Looking to keep on top of today's mortgage market? NAMB, has you covered! NAMB offers a variety of webinars on a wide range of topics. [Click here](#) to check out which one suits you!



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www.neamb.net